THE
POWER PROMPT

The 5-part AI prompt structure every small business owner needs in 2026

by Jessica Britten

Why your AI keeps giving you garbage

It's not the tool. It's the prompt.

Most people type one vague sentence into AI and wonder why the output sounds like everyone else. The fix is a structure — and once you have it, you'll never write a lazy prompt again.

I call it the Power Prompt. Five parts. Works for product descriptions, emails, ad copy, social captions — anything you need to create in your business.

Use it every time you open Claude, ChatGPT or your AI of choice. Swap in your details. Get output that actually sounds like a brand.

The 5 Parts

PART 1: ROLE

Tell AI exactly who it is. Not 'you are a helpful assistant' — give it a specific identity with expertise.

The more specific the role, the better the output.

ROLE	You are a conversion copywriter specialising in [your niche] brands.

- *You are a conversion copywriter for premium skincare brands*
- *You are an email marketing strategist for ecommerce product sellers*
- *You are a social media strategist who specialises in Instagram growth for women in business*

PART 2: TASK

Be specific about what you need. One task per prompt — don't ask it to do five things at once.

TASK	Write a product description for [product name].

- *Write a subject line for a re-engagement email campaign*
- *Write three Instagram captions for a product launch*

PART 3: CONTEXT

This is where most people fail. Give AI everything it needs to get the tone right — your customer, their pain points, what they've already seen.

CONTEXT	My customer is [describe them]. They [pain point]. They've seen [what makes them skeptical].

- *My customer is a busy mum of young kids who buys on quality. She's tired of products that overpromise.*
- *My customer is an ecommerce business owner who has tried AI tools before and got generic results.*

PART 4: REASONING

Tell AI why you want it written a certain way. This is your creative direction — the human judgment that makes the output good, not just functional.

REASONING	Lead with [feeling/outcome], not [feature]. She's not buying [product] — she's buying [what it gives her].

- *Lead with how it feels to use it, not what it's made of*
- *Don't list features — describe the transformation*

PART 5: OUTPUT

Tell it exactly what you want back. Length, format, tone, what to avoid. No guessing.

OUTPUT	[X] words max. No bullet points. [Tone instruction]. End with [specific closing direction].

- *120 words max. No bullet points. Warm and premium. End with a line that makes her feel she made the right choice.*
- *3 subject line options. Under 50 characters each. Curiosity-driven, not salesy.*

Power Prompt in Action

EXAMPLE 1: BABY PRODUCT DESCRIPTION (WITH IMAGE)

POWER PROMPT — BABY SWADDLE
Role: You are a conversion copywriter specialising in premium baby brands.
Task: Write a product description based on the product image attached.
Context: The buyer is a first-time mum who researches everything. She has seen a hundred similar products and is skeptical of generic claims. She buys on safety, softness, and how it makes her feel as a mum.
Reasoning: Don't describe what you see in the image. Lead with how it feels to have a settled, swaddled baby. She is not buying a swaddle — she is buying sleep and reassurance.
Output: 120 words max. No bullet points. Warm and premium. End with a line that makes her feel she made the right choice.
+ Image: Attach your product photo directly into Claude alongside this prompt.

EXAMPLE 2: SKINCARE PRODUCT DESCRIPTION

POWER PROMPT — FACE SERUM
Role: You are a conversion copywriter for premium skincare brands.
Task: Write a product description for a Vitamin C brightening serum.
Context: My customer is a woman 30-45 who has tried every serum on the market. She is ingredient-savvy and immediately skips anything that sounds like marketing fluff. She buys on results, not promises.
Reasoning: Don't list ingredients first. Lead with the skin she will have, not the formula in the bottle. Make her feel like this is the one she has been looking for.

Output: 130 words max. No bullet points. Confident and clean. End with one sentence that feels like permission to finally invest in herself.

Your Power Prompt Template

Copy this. Fill in the brackets. Use it every time.

THE POWER PROMPT — FILL IN THE BLANKS
Role: You are a [specific type] copywriter/strategist specialising in [your niche].
Task: Write a [specific deliverable] for [your product/service].
Context: My customer is [describe them]. They [pain point or skepticism]. They have seen [what makes them hard to impress].
Reasoning: Lead with [feeling/outcome], not [feature]. They are not buying [product] — they are buying [what it gives them].
Output: [Word count] max. [Format instructions]. [Tone]. End with [specific direction].

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